



WESTFIELD-WASHINGTON

ADVISORY PLAN COMMISSION

FIRST MONTHLY MEETING

April 19, 2010

1004-PUD-05

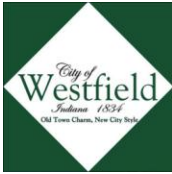
PETITION NUMBER:	1004-PUD-05	
APPROXIMATE ADDRESS:	14600 North Gray Road	
PETITIONER:	KRG Bridgewater LLC	
REPRESENTATIVE:	Joy Skidmore, KRG Bridgewater LLC	
REQUEST:	Request to amend Section 14 of The Bridgewater PUD; modifying standards regarding signage for The Bridgewater Marketplace.	
CURRENT ZONING:	Bridgewater PUD	
STAFF REVIEWER:	Ryan Schafer	
ZONING HISTORY:	0607-PUD-08	Amended and Restated Bridgewater PUD Ordinance (Ord. 06-49)
	0908-PUD-04	Amendment to allow transitional health care uses (Ord. 09-17)
	1001-PUD-02	Amendment to development standards for Parcel M4 (Ord. 10-01)
EXHIBITS:	<ol style="list-style-type: none">1. Staff Report2. Aerial Location Map3. TAC Letter4. Petitioner's Proposal	

PETITION HISTORY

This petition was introduced at the April 7, 2010 City Council meeting. It was reviewed at the March 23, 2010 Technical Advisory Committee meeting, and it will receive a public hearing at the April 19th, 2010 Advisory Plan Commission (the "APC") meeting.

PROCEDURAL

- Amendments to approved Planned Unit Development ("PUD") Districts are required to be considered at a public hearing. The public hearing for this petition will be held on April 19, 2010 at the Advisory Plan Commission meeting.
- The primary purpose of the First Monthly Meeting is to hold public hearings, for the Petitioner to comment on its petition, and for the APC members to ask questions and identify issues the Petitioner should address prior to the APC taking action on the petition. The APC may also take action on pending matters, including rezoning, ordinance amendments, and comprehensive plan amendments, at this meeting.
- Notice of the April 19, 2010 public hearing was provided in accordance with the APC Rules of Procedure.
- The recommendation from the APC to the City Council may be made at the May 3, 2010 APC meeting.



PROJECT DESCRIPTION

The subject property is approximately eight (8) acres in size and is generally located at 14600 North Gray Road (the "Property"). The amendment proposal includes a new subsection (Subsection I within Section 14) and modifications to Section 14-C that address the addition of Multi Tenant Panel Signs on monument structures (Entrance Multi-Tenant Panel Signs) as well as the Property's clock tower feature (Clock Tower Multi-Tenant Panel Signs) along the external thoroughfares of Gray Road and 146th Street. Multi-Tenant Panel Signs will not be internally illuminated, per the Bridgewater PUD ordinance standards. The Multi Tenant Panel Signs will be placed on a limestone-colored backer board. The amendment proposal defines both "Entrance Multi Tenant Panel Signs" and "Clock Tower Multi Tenant Panel Signs".

Entrance Multi Tenant Panel Signs

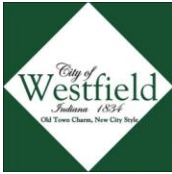
Two monument structures currently exist on the Property: one abutting Gray Road and another abutting 146th Street. The site plan shows four total monument structures on the Property. It is anticipated that the remaining two monument structures, as depicted in the Petitioner's application, will be constructed as the Property further develops. Existing monument signs currently read "Bridgewater Marketplace", which is imprinted in limestone. The proposed amendment would allow for the "Bridgewater Marketplace" signs to be replaced with limestone-colored tenant signs. The pillars of the monument structures would display information indentifying the commercial center and the City of Westfield.

Clock Tower Multi Tenant Panel Signs

The clock tower feature is located at the southeast portion of the Property, facing the intersection of 146th Street and Gray Road. In order to facilitate the placement of the sign panels, wrought iron portions nearest the clock tower structure would be replaced by brick walls.

Design Standards Summary

- Letters on individual tenant panel signs would not exceed a height of 16 inches.
- Multi-Tenant Panel Signs would be architecturally similar to existing structures on the Property.
- Each Multi-Tenant Panel Sign would not exceed 60 square feet on monument structures and 85 square feet on the clock tower feature.
- Multi-Tenant Panel Sign height would not exceed 7 feet.
- Multi-Tenant Panel Sign would color-match the limestone that currently exists on the clock tower feature and monument signs.
- The proposed amendment exempts the Property from Section 14-C of The Bridgewater PUD Ordinance; tenants limited to a combination of three wall-mounted, projecting, awning, and/or free-standing signs.
- The Bridgewater PUD limits the size of sign letters, numbers, and graphics to 16 inches.
- The Westfield-Washington Township Zoning Ordinance (the "Ordinance") allows multi-tenant centers of this size (between 25,000 square feet and 100,000 square feet) to have one monument sign. The monument sign can be a maximum of 15 feet in height and 120 square feet of sign area, per side. The Bridgewater PUD replaces and supersedes the Ordinance, and this amendment would allow more monument sign structures for Bridgewater Marketplace than the



City's Ordinance permits; however, each monument sign in Bridgewater Marketplace would be permitted less sign area than what similar signage in other parts of the jurisdiction would be allowed per the City's Ordinance.

- The Ordinance requires commercial center signs to incorporate the words "of Westfield" or "Westfield" into the sign. This concept is included in the proposed signage, as depicted in the submitted materials.

PUBLIC POLICIES

Comprehensive Plan-Feb 2007

The Future Land Use Concept Map in the Westfield-Washington Township Comprehensive Plan (the "Comprehensive Plan") identifies the Property as Local Commercial. The existing use of the Property is consistent with the Comprehensive Plan.

Thoroughfare Plan-Feb 2007

The Thoroughfare Plan roadway classification map identifies Gray Road as a "Secondary Arterial" and 146th Street as "Primary Arterial 2".

Parks & Recreation Master Plan-Dec 2007

The Westfield Parks & Recreation Master Plan focuses on the build-out and development of the community's existing parks and trail systems. The Property is not within or adjacent to an existing park or trail. The proposed amendment will not affect any current trail paths or parks.

Water & Sewer System-Aug 2005

The Property is currently served by water and sewer lines.

Annexation

The Property is within the corporate boundaries of the City of Westfield.

Well Head Protection-Ord. 05-31

The Property is not within a wellhead protection area.

INDIANA CODE

IC 36-7-4-603 states that reasonable regard shall be paid to:

1. The Comprehensive Plan.

The Future Land Use Concept Map in the Westfield-Washington Township Comprehensive Plan identifies the Property as Local Commercial (p. 23).

2. Current conditions and the character of current structures and uses.

The Property is being used for commercial purposes, a few of the commercial out-lots nearest Gray Road are undeveloped. The Property is located in the Bridgewater PUD and is zoned for commercial use.



3. The most desirable use for which the land is adapted.

The Comprehensive Plan established that Local Commercial development is appropriate for this area. The Bridgewater PUD allows for the existing commercial development.

4. The conservation of property values throughout the jurisdiction.

It is anticipated that the proposed amendment will have no impact on surrounding property values.

5. Responsible growth and development.

It is likely that proposed amendment will have a positive impact on the development of this commercial site. It is anticipated that tenant signs will attract customers in the near-term and grow the development site in the long-term.

PROCESS REQUIREMENTS

<u>Required Submittals</u>	<u>Original</u>	<u>Amended</u>	<u>Status</u>
Application	03/02/10	-	Compliant
Fees	03/02/10	-	Compliant
Legal Description	03/02/10	-	Compliant
Consent Form	NA	-	NA
PUD Ordinance Amendment	03/02/10	03/30/10	Compliant

<u>Required Procedure</u>	<u>Original</u>	<u>Status</u>
Pre-Filing Conference	02/24/10	Compliant
Notice - Sign on site	04/01/10	Compliant
Notice – Newspaper	04/09/10	Compliant
Notice – Mail	04/01/10	Compliant

STAFF COMMENTS

1. No action is required at this time.
2. This petition may receive a recommendation from the APC at the May 3, 2010 APC Meeting.
3. If any APC member has questions prior to the public hearing, then please contact Ryan Schafer at 219.8876 or rschafer@westfield.in.gov

RAS